INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

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FTC Creates Special Task Force To Advise the Commission on More Effective Enforcement of Robinson-Patman Act

Earl W. Kintner, Chairman of the Federal Trade Commission, announced this week the appointment of a special task force to explore methods of further stepping up enforcement of the Robinson-Patman Act. The task force consists of 10 FTC staff members.

The announcement was made by Mr. Kintner, on behalf of the Commission, in an address at the 51st annual meeting of the Grocery Manufacturers of America, Inc., in New York City November 9. The Chairman stated:

"It will be the assignment of this staff task force to recommend to the Commission how best to harness all of the Commission's energies toward more effective enforcement of the Robinson-Patman Act, and to advise the Commission of programs, procedures and actions which will accomplish that purpose. In this, as in all steps taken to make our agency's work more effective, I am proud to say that my fellow commissioners have extended their full cooperation.

"As a first item on its agenda, the Robinson-Patman Task Force has been asked to advise the Commission how the Robinson-Patman Act's requirements might be more plainly and forcefully interpreted to the business community and the law more effectively administered. In other words, would such a device as staff guides, based upon our case decisions, serve the purpose of creating better understanding and more compliance with the Robinson-Patman Act? Let no one understand this action to be retrenchment from our policy of vigorously enforcing the Robinson-Patman Act by formal actions. On the contrary, the recommendations of this staff task force, if adopted, will supplement our existing program of vigorous law enforcement.

"I cannot at this time predict what action will result from the task force's deliberations, but I can assure you that whatever programs are recommended and approved by the Commission, a large part of their operation and success will be in your hands. The responsibility for eliminating illegal discriminatory practices in the food industry does not rest with the Commission alone. Each of you has a responsibility both individually and as members of industry groups.***

"The time has come for a renewed effort by the food industry acting in close cooperation with the Commission, to prevent violations of the Act. The problems of your industry can be solved only by an assumption of responsibility on the part of each and all of you."

Mr. Kintner described the special task force as comprising "ten of the Commission's younger, most able executives." They are Raymond L. Hays, legal adviser, Bureau of Litigation; John R. Heim, assistant to the executive director; Frank C. McAleer, assistant to the general counsel; Basil J. Mezines, project attorney, Bureau of Investigation; Franklin P. Michels, special legal assistant, Office of General Counsel; Robert M. Parrish, Secretary of the Commission (who is chairman of the group); Edwin S. Rockefeller, assistant to the Chairman; George S. Rountree, legal adviser, Bureau of Investigation; Carl M. Skonberg, assistant to the director, Bureau of Economics; and John P. Sullivan, legal adviser on guides, Bureau of Consultation.

Food Industry Investigation

Mr. Kintner said, in his address, that the final report on the FTC's investigation on food distribution is now in progress. "Among other things, it will provide significant information on the purchasing pattern of food chains," he said.

"As this first report reaches publication stage, the Commission is planning the further lines of inquiry in food distribution. We cannot yet be specific on this. It may be worth noting, however, that the purchasing pattern of large food distributors, that is, their buying practices and their supplier relationships, are economic considerations which are of the first magnitude of importance."

HEW-FDA Action on Cranberries

The Secretary of Health, Education, and Welfare and the Food and Drug Administration issued two public statements, November 9 and November 10, with regard to cranberries. Both statements are reproduced here.

Following is the text of the statement issued by Arthur S. Flemming, Secretary of Health, Education, and Welfare, following a news conference November 9:

The Food and Drug Administration today urged that no further sales be made of cranberries and cranberry products produced in Washington and Oregon in 1958 and 1959 because of their possible contamination by a chemical weed killer, aminotriazole, which causes cancer in the thyroid of rats when it is contained in their diet, until the cranberry industry has submitted a workable plan to separate the contaminated berries from those that are not contaminated.

The Food and Drug Administration has already discovered contamination of some of the 1959 crop and is undertaking a check of the 1958 crop.

The Food and Drug Administration will use its normal procedures of investigation and seizure in coping with this problem. In addition, we have the pledge of the national cranberry association (known as Ocean Spray Cranberries, Inc.) to cooperate in every way it can with the Food and Drug Administration to protect consumers. This organization controls about 75 percent of the crop.

Over 3 million pounds of cranberries from the 1957 Northwest crop and a small amount from the 1957 Massachusetts crop are now being destroyed because of contamination by the weed killer. This action is being taken voluntarily by the national cranberry association, with the supervisory cooperation of the Food and Drug Administration.

These contaminated berries, about one-third of the Northwestern crop for 1957, are being buried with the use of bulldozers at Albany and Coquille, Oregon, and Centralia and Markham, Washington. It will take until about Christmas to complete the job.

Commissioner Larrick tells me that so far there is no information to im-

plicate 1958 and 1959 cranberries grown in Wisconsin, New Jersey, and Massachusetts, the other principal growing areas. An investigation is nevertheless under way in these areas, Mr. Larrick said, and if evidence of contamination is found, appropriate action will be taken.

In view of what has resulted from the improper use of aminotriazole on cranberry bogs, it is obviously imperative that this chemical *not* be used on any other crops in a way that will leave a residue in or on the produce. Growers should follow meticulously the directions for use on the pesticide label registered with the Department of Agriculture.

The Food and Drug Administration is looking into the situation to determine whether any other crops are contaminated. If residues are found, the information will immediately be made public and appropriate legal action will be taken.

The story on cranberries from the beginning is as follows:

The weed killer, aminotriazole, in 1958 was registered by the Department of Agriculture for use on cranberry bogs a few days *after* harvest. Unfortunately, many cranberry growers used the weed killer *prior* to harvest of the 1957 crop. As a matter of fact, I understand that some growers used the pesticide even before the Department of Agriculture had approved directions for its use on cranberry bogs. As a result of the misuse of the chemical, plants took up the aminotriazole and some of it got into the berries.

The contaminated production from the 1957 cranberry crop was voluntarily withheld from the market by the growers, after the Food and Drug Administration refused to establish a tolerance for residues of the weed killer because no tests had been conducted to show what, if any, amount of the chemical would be safe.

Very little checking has been done by the Food and Drug Administration on the 1958 crop, and we are informed that the cranberry association also did little or no checking of that crop. It was believed that the withholding of 3 million pounds of the 1957 crop from the market, plus the warnings being issued by the association to its members, would prevent any further misuse of the weed killer unless and until a tolerance was established. The 1958 crop was grown, harvested, and marketed while the toxicity studies on the chemical were being conducted by the American Cyanamid Company and the Amchem Company.

In May of this year evaluation of experimental data submitted by the manufacturers was completed, and the conclusion was reached that aminotriazole is a carcinogen. The Food and Drug Administration then began checking on grower spray practices and perfecting the analytical method for detecting residues of the chemical. The national cranberry association likewise again instituted its own system of inspecting growers and holding for analysis all lots from growers where there was any reason to suspect misuse of the weed killer.

Commendable though the association's program is, it is apparently not fully effective.

Examination of the first series of samples from the newly harvested 1959 Northwestern crop has just been completed. Two interstate shipments out of 7 examined so far have been found definitely contaminated. Seizure is being recommended to the Department of Justice on one of these shipments. The other lot containing residues has already been distributed. Preliminary results on 10 other lots not yet shipped, and evidence that some growers have again failed to follow good agricultural practice in use of the weed killer, indicate that we are likely to find additional contaminated lots in the 1959 crop.

Both members and non-members of the cranberry association are involved in the lots in question.

In view of the findings on the 1959 Northwestern crop, and the previous history of the 1957 crop, we believe it reasonable to assume that the 1958 crop may also be contaminated.

Because of the implications of this incident in its relation to the safety of our food supply, I am prompted to make the following additional comment.

As the cranberry episode illustrates, the Food and Drug Administration has declined to set any tolerance for any amount of a chemical in foods if the chemical produces cancer when fed to test animals. This principle is set down in the Food Additives Amendment, enacted last year, in a specific provision prohibiting the Food and Drug Administration from setting any tolerance for any such chemical. Even though the earlier Pesticide Amendment, which is applicable to the cranberries, does not contain such a specific prohibition, the same principle has been applied.

The application of this principle is necessary in our opinion because while in theory there may be a minute quantity of a carcinogen which is safe in foods, in actuality our scientists do not know whether this is true or how to establish a safe tolerance.

Therefore, we would oppose any attempt to take the cancer clause out of the Food Additives Amendment, and we will support the inclusion of such a clause in the color bill which is now before the Congress.

Following is the text of the press release issued by the Food and Drug Administration November 10:

The Food and Drug Administration today issued the following statement:

After conclusive information was received late Friday, November 7, that residues of the weed killer, aminotriazole, had been found in two shipments of cranberries from the 1959 crop grown in the Pacific Northwest, steps were immediately taken to examine samples of both the 1958 and the 1959 crops grown in this and other cranberry producing areas.

On Monday, November 9, inspectors from the Food and Drug Administration's 17 district offices began collecting samples of cranberries and canned cranberry products. This is an expansion of the testing operations begun in the Northwest area several weeks ago and in the San Francisco area last week.

The analytical method used in testing for aminotriazole in cranberries, published by the Food and Drug Administration in the October issue of its technical bulletin, has been distributed to the Agency's field staff and to State food officials.

Investigations are underway in producing areas of Wisconsin, Massachusetts, Michigan, and New Jersey, as well as Washington and Oregon, to determine the extent and manner of use of aminotriazole. Reports from these areas will be sent to Washington as rapidly as factual information can be accumulated.

The Food and Drug Administration is checking with the two main suppliers of aminotriazole in an effort to pinpoint areas where the chemical may have been employed.

The method for detecting aminotriazole in food requires a spectrophotometer, purified aminotriazole for checking the method, and two other special reagents. Supplies of these reagents are being sent by air mail to all field offices, and it is anticipated that analyses can be started not later than the morning of Thursday, November 12.

Approximately 160 Food and Drug Administration professional staff members are engaged in this operation. They include about 100 inspectors—or about one-fourth of the Agency's total inspection staff—and about 60 chemists.

N.C.A. Files Petition for Standard for Seedless Grapes

The N.C.A. on November 9 filed with the FDA a petition proposing the establishment of a definition and standard of identity for canned seedless grapes.

The proposal covers canned seedless grapes prepared from stemmed grapes or unstemmed clusters of the light or dark seedless varieties.

Agricultural Marketing Orders Criticized as Monopolistic

Agricultural marketing orders were criticized by N.C.A. Secretary Carlos Campbell in a public address this week. He said that while such controls are frequently sugar-coated and offered to farmers under a "self-help" label, they are powerful medicine which should not be prescribed unless the condition they are intended to cure appears to be unresponsive to other remedies.

Mr. Campbell told the members of the Wisconsin Canners Association, at their annual convention November 10, that marketing orders have been used with apparent temporary success in achieving growers' immediate objective of higher prices, but that marketing orders are monopolies which, through excesses, can create conditions as bad, or worse, than those for which the monopoly powers were legislated.

"Economists will agree that monopolies are more efficient," he stated, "but careful students of history are convinced that, in the long run, greater benefits will accrue to farmers, and all other citizens, when the democratic procedure is followed."

Unfortunately, the democratic "self-help," plan known as marketing agreements seems to have lost favor among farmers and others in the agricultural industry who are opposed to direct government aid, Mr. Campbell reported. At the same time, he noted, marketing orders, "the totalitarian version of marketing agreements," have been gaining considerable support. This undoubtedly results from the discovery that a much more effective program can be achieved if monopoly powers are conferred upon the managers of the plan, as is the case with marketing orders. The marketing agreement, on the other hand, is binding only upon farmers who join the plan voluntarily.

"If it is true, as the proponents of marketing order legislation claim, that a marketing agreement is unworkable because growers who would not be bound by the agreement would render it ineffective, then it follows by this same argument that a marketing order which would regiment Wisconsin but which would obviously not control canning crop growers in other states, would wreck the Wisconsin effort. In fact, I can think of no surer way for Wisconsin to give its pea market away to other pea-growing states."

Enforced collective action, such as marketing orders permit, may be needed in some cases to offset the weaknesses of marketing perishable fruits and vegetables in the open market, Mr. Campbell acknowledged. But that is not true, he added, with respect to crops grown for canning. Working together, canners and growers years ago devised a system of marketing which converted these weaknesses into strengths. Contracting for the crop in advance of planting gives the grower complete freedom of choice, he stated. The acceptability of the price offered for his crop is not influenced by the need to sell quickly a perishable crop which he has already produced, but is determined by the grower's estimate of what he can realize by growing other crops on the same land.

"Some growers may feel that canners are not marketing canning crops as efficiently as could be done by a farmer board authorized to run the marketing order. This raises the issue of whether the canner is going to be permitted to run his own business." The only possible advantage of letting farmers run the whole show, Mr. Campbell asserted, would be in rare cases where the interest of both the canner and the farmer could best be served by limiting supply through restricted production. Certainly canners themselves could not legally cooperate to restrict production. It could be done for them, however, if a marketing order took over control of the supply.

"I doubt, however, if the courts would look with favor on farmers' attempts to extend to canners their exemption from the antitrust laws. Moreover, I have not found one instance where a group of men were smart enough to devise a system of controlled production that did not wreck itself in time, not because of a malfunctioning of the system, but because of the weakness of the individuals who run it," he concluded.

New York Meetings Attended

Several meetings of interest to the canning industry were held in New York the week of November 2. Katherine R. Smith, Director of the N.C.A. Consumer Service Division, attended the meeting of the executive committee for Institutional Food Editors Conference on November 3. The following day she attended the 44th National Hotel Exposition and on November 5 and 6 attended the annual meeting of the Food Forum.

Scientific Research Seen as Essential to Canning Industry

The canning industry has always regarded scientific research as essential to its progress and today looks on research with perhaps greater expectation than ever before, it was stated this week by N.C.A. President Norman Sorensen.

In an address at the annual convention of the Wisconsin Canners Association November 9, Mr. Sorensen declared that increased attention is being given to research by many factors in the food industry, and that there is need for continuing and expanding research on canning. He said there is need also for colleges and universities to train qualified food technologists for employment in the canning industry.

The results of food research are evident, Mr. Sorensen pointed out, in the great number of new convenience foods being introduced in the nation's grocery stores. But, he noted, improvement in the quality of today's every-day foods, such as canned foods, may be just as striking, even though unnoticed at first.

Mr. Sorensen spoke of such factors as uniformity of product, color, flavor and taste. These are aesthetic factors, he said, which consumers are aware of, and which they regard as important when selecting different foods and different brands, and to which canners are devoting considerable attention.

Research laboratories in the canning industry are at work now on quality-improvement studies and to find ways to assure uniformly high quality, he said. In such endeavors the canners utilize the training and experience of food technologists as a link between the production department and the sales department, he added.

Other gains which canners may expect from their food technology studies were listed by Mr. Sorensen as improvements in over-all operating efficiency, the application of new scientific principles to existing canning procedures, and the design of more effective machinery.

Highlights of Mr. Sorensen's address were reported in press releases issued by the N.C.A. Information Division to 227 newspapers and 97 radio-TV outlets in Wisconsin as well as to the wire services and trade papers.

In addition to attending the meetings, Miss Smith held individual conferences with a number of magazine and newspaper food editors.

Fred Stare To Receive Forty-Niners Service Award

Frederick A. Stare of Columbus, Wis., well-known and highly respected leader in a number of canning industry activities, has been chosen to receive the Forty-Niners Service Award for 1960.

Mr. Stare has been associated with the canning industry almost throughout his lifetime. He was President of the N.C.A. in 1945 and 1946, and has been active also in other activities in which he sought to promote the industry's best interests.

One of the awards previously bestowed on Mr. Stare, of which he is most proud, was a testimonial from the University of Wisconsin. As president of the Wisconsin Canners Association, he had led the first study in the nation on the disposal of cannery waste. The University conducted this work and today the industry has accepted this study and cooperated in similar projects.

The selection of Mr. Stare to receive the seventh annual Forty-Niners Service Award was announced at the Wisconsin meeting November 10 by Frank S. Langsenkamp, president of the Forty-Niners. The award will be presented at special ceremonies at the 1960 Convention.

Born in Dallas, Texas, in 1877, Mr. Stare worked as a boy in one of the canneries operated by his father in Illinois. The directory of the Old Guard Society, of which he was a president, notes that he became associated with the canning industry in 1888. After moving to Iowa he taught school for a while and then worked for a railroad in Maine. After that short lapse he returned to Wisconsin and canning.

He managed various plants in Wisconsin and Indiana and became manager of the Columbus Canning Co. in 1924 and president soon thereafter. Mr. Stare remained at the head of this organization until 1946, when, with plants in Wisconsin, Indiana, Kansas and Texas, it was sold. He continued in an advisory capacity until he retired a few years later.

Even in retirement Mr. Stare has continued to serve the canning industry. A few years ago he published a book on *A History of the Canning Industry in Wisconsin*, which had taken three years of research.

Previous recipients of the Forty-Niners Service Award are Dr. Samuel Cate Prescott, 1954; Dr. John Charles Walker, 1955; Dr. Louis Gardner MacDowell, 1956; Carlos Campbell, 1957; Dr. C. Olin Ball, 1958; and Dr. William V. Cruess, 1959.

Spinach for Processing

The production of fall-crop spinach for processing is forecast at 22,900 tons, 21 percent less than was produced in the fall of 1958 and 11 percent less than the average annual production for the preceding 10-year period, according to the Crop Reporting Board of USDA.

Growers in eastern Oklahoma and western Arkansas started spinach planting early in September and expected to seed about the same acreage for the fall harvest of 1959 as was planted a year earlier. However, early October rains throughout the Arkansas River Valley flooded much of the lowland and acreage now expected to be available for 1959 fall harvest is less than half of the acreage harvested a year ago. Harvesting Ozark Spinach was limited to areas that escaped high water and considerable re-seeding was under way late in October for a crop that will probably be ready to be cut after the first of the year.

Seasonal Group and State	10-year ave. 1948–57	1958	1959 Preliminary	Percent change from 1958
	(tons)	(tons)	(tons)	
Winter	[1]3,700	1,800	4,400	+144
Early spring	52,100	38,800	66,500	+ 71
Late spring	46,000	51,700	63,200	+ 22
Fall:				
Arkansas	1,100	2,800	1,000	− 64
Oklahoma	1,300	3,900	2,000	− 49
Washington	3,400	4,600	4,500	− 2
Other states[2]	19,800	17,000	15,400	− 12
Group total	25,600	28,900	22,900	− 21
U. S. Total	124,700	121,200	157,000	+ 30

[1] 1957 only; estimates not available for prior years. [2] Calif., Md., N. J., N. Y., Pa., Tenn., and Va.

USDA Estimates of Production and Per Capita Consumption

Somewhat more food is expected to be available in 1960 than in 1959, according to a report by the Agricultural Marketing Service of USDA on *The National Food Situation*.

Meats are more plentiful this fall than last because of heavier supplies of pork and of the better grades of beef. Much more lard and slightly more eggs are available than a year earlier, and about as much chicken and turkey. Butter and cheese are slightly less plentiful than in fall 1958 because of reduced government stocks, but there are more of the other major dairy products.

Supplies are heavier for fresh and processed fruits, particularly citrus, and for sweet potatoes, dry edible beans and peas. Fresh vegetables will be in much smaller supply and noticeably higher priced than last fall, USDA said. Potatoes are in smaller supply than last fall but still well above average.

Following are USDA estimates of 1959 production and per capita consumption of fruit and vegetable products:

Commodity	Production 1947–49 ave.	Production 1958	Production 1959 Prelim.	1959 as a percentage of 1958	Consumption 1947–49 ave.	Consumption 1958	Consumption 1959 Prelim.	1959 as a percentage of 1958
	(millions of pounds)				(pounds per capita)			
Vegetables:								
Canned	6,088	8,279	7,800	94	39.2	44.8	44.8	99
Frozen	448	1,428	1,528	106	2.9	8.1	7.9	98
Fresh	18,504	19,395	19,500	100	120.4	101.1	99	98
Fruits and Juices:								
Canned fruits	2,597	3,343	3,750	112	18.9	22.7	22.9	101
Canned juices	2,230	1,839	1,800	98	15.9	11.6	10.9	94
Frozen (including juice)	416	1,368	1,700	124	3.2	8.0	9.0	112
Dried	962	600	800	133	3.9	2.8	3.5	125

Production of Deciduous Fruits

Following are production prospects for certain deciduous fruit crops as of November 1, according to estimates published by the Crop Reporting Board of USDA:

Crop	1958	1959 Indicated	Percent change from 1958
	(thous. of bushels)		
Apples, all	126,610	117,727	− 7
East	58,035	56,700	− 2
Central	22,986	22,262	− 3
West	45,579	38,675	− 15
Pears, all	28,800	30,823	+ 7
	(tons)	(tons)	
Bartlett pears, Pacific Coast states	447,000	498,500	+12
	(barrels)		
Cranberries	1,165,000	1,249,000	+ 7

Cucumbers for Pickles

Production of cucumbers for pickles was estimated as of November 1 at 13,955,000 bushels, 6 percent less than the 1958 production of 14,867,000 bushels but 14 percent above the 10-year average production of 12,230,000 bushels, according to the Crop Reporting Board of USDA.

This year's production is from an acreage 14 percent less than was harvested in 1958. An over-all higher yield of 139 bushels per acre partially offset the decline in acreage. Michigan and Wisconsin were the only states with a sizable production increase over last year.

Pickle Stocks

Stocks of salt and dill pickles in tanks and barrels on October 1 totaled 12,449,000 barrels, 9 percent less than the 13,622,000 barrels on hand a year ago but 10 percent more than the 10-year average holdings on October 1. Stocks on hand from the current year's production totaled 9,192,000 bushels, 12 percent less than the current-crop stocks a year earlier. Carryover stocks are 3,256,000 bushels compared with 3,201,000 bushels a year ago.

Florida Canners Association

Jerry Brown of Florida Food Products, Inc., Eustis, was elected president of the Florida Canners Association at the group's annual meeting.

H. E. Apple, Jr., of Birds Eye Division of General Foods Corp., Winter Haven, was elected first vice-president and Henry Cragg, Minute Maid Corp., Orlando, was elected second vice president. Bruce Skinner, H. P. Hood & Sons, Dunedin, was elected treasurer. C. C. Rathbun of Winter Haven continues in office as executive secretary.

Assn. of Pacific Fisheries

Aubin R. Barthold of the Alaska Packers Association, Seattle, was elected president of the Association of Pacific Fisheries at its 46th annual convention.

T. F. Sandoz of the Columbia River Packers Association, Astoria, Ore., was elected first vice president; S. M. Rosenberg of New England Fish Co., Seattle, second vice president; and S. G. Tarrant of Pacific American Fisheries, Inc., Bellingham, Wash., third vice president. Herald A. O'Neill of Seattle was continued in office as executive secretary.

Production of Field Crops

Following are production prospects for certain field crops as of November 1, according to estimates published by the Crop Reporting Board of USDA:

Crop	1958	1959 Indicated	Percent change from 1958
	(*thous. of bags*)		
Dry edible beans, all	18,981	18,469	− 3
New England	6,537	7,070	+ 8
Northwest	6,335	5,892	− 7
Southwest	2,018	1,736	−14
California	4,091	3,821	− 7
Rice	47,015	53,111	+13
	(*thous. of cwt.*)		
Potatoes	265,729	242,172	− 9
Sweet potatoes, all	17,434	18,140	+ 4
N. J.	1,440	1,392	− 3
Md.	672	480	−29
Va.	1,700	1,892	+11
N. C.	2,325	2,387	+ 3
Ala.	715	660	− 8
Miss.	912	1,060	+16
La.	4,779	5,015	+ 5
Ark.	270	280	+ 4
Mo.	130	130	....
Okla.	118	120	+ 2

Fred Bush and Alger Bush

Fred C. Bush, 67, president of Bush Brothers & Co., Dandridge, Tenn., died November 9. A brother, Alger Bush, 62, who was vice president of the firm, had died November 5.

Fred Bush was the eldest of four brothers who, with their father, established the Bush Brothers company. He had served as president since 1931 and directed the business during the depression and war years, when it grew to a position of prominence in the South. He was active in Republican party affairs in east Tennessee.

Survivors are Mrs. Shell R. Clevenger and Mrs. James Ethier, sisters, and S. B. Bush and H. C. Bush, brothers. Fred Bush also leaves his wife and son, Jack T. Bush.

Fred Bush served three terms as a member of the N.C.A. Board of Directors. He also was on the Claims Committee.

Hedlund at New Delhi Exhibit

Floyd F. Hedlund, deputy director of the Fruit and Vegetable Division of USDA's Agricultural Marketing Service, will be among the technical experts assigned to the U.S. exhibit when the first World Agriculture Fair opens on December 11 at New Delhi, India. Fifteen countries, including the Soviet Union, will participate in the fair which is scheduled to remain open until February 14, 1960.

C&TR Releases Stress Canned Foods Benefits to Retailers

Case histories illustrating the advantages of canned foods from the retailer point of view are receiving special publicity emphasis now in the N.C.A. Consumer and Trade Relations Program. This line is being taken at the direction of the C.&T.R. Committee, and a recent example of this type of publicity was released to the grocery and canning trade press this week.

The release dealt with the experiences of an operator of a Fort Worth Super Save store. His story, complete with pictures, is also presented in the November issue of *Progressive Grocer*. The store devotes a solid 72-foot wall to canned foods and a dozen mass displays in a single aisle of a food store of 4,050 square feet sales area.

Horace Fowler, the store manager, is quoted in the story: "Our number one aisle is canned foods and we find our customers spend plenty of time shopping there. They usually come away with a full shopping cart." He explained that this unusual amount of space and support to a low-cost canned foods department is given because canned foods require little labor and no refrigeration, can be sold in large multiples, please shoppers, bring high turnover, and happy profits.

A high degree of flexibility in this department, which enables Super Save to offer a dozen featured mass displays a week in addition to a highly diversified shelf stock, is attributed to excellent warehouse-retailer cooperation.

Each of 12 aisle-displays holds a 10-case minimum and from these regular fixtures along the first aisle, shoppers choose from packer and warehouse labels that bring extra profits to the operator.

"Why wouldn't we promote a grocery section that provides us with 20 percent of dry grocery volume and ranks 2 to 5 percent higher in gross margin than any section but glassed goods?" asks Mr. Fowler.

A. J. Rogers

A. J. Rogers of Cherry Growers, Inc., Traverse City, Mich., died November 6.

He was a member of the N.C.A. Board of Directors, 1953-56, and served as a member of the Resolutions Committee in 1955.

U. K. Eases Import Controls

The United Kingdom announced on November 4 the removal of import controls on a wide range of goods, effective November 9. However, canned fruits from the United States will continue to enter only under quota.

Other food products remaining under import quota include orange and grapefruit juices.

According to the U. S. Department of Commerce, the liberalization of trade affects "fresh and frozen salmon; meat other than pig meat; fresh citrus fruit, other than grapefruit; fruit juices other than grapefruit and orange juices; and dried fruits." Such products may be imported into the United Kingdom without restriction.

The U. K. import quotas for 1959-60 were $8,960,000 for canned deciduous fruits, $1,260,000 for canned grapefruit, $2,240,000 for canned apples, $378,000 for canned pineapple, and $840,000 for canned fruit juices.

Canning Birthday Saluted

An advance salute to the forthcoming sesquicentennial (1960) of the birth of canning was made by Craig Harrison, San Francisco radio broadcaster, October 19, over station KCBS.

Mr. Harrison, using material from the Information Division brochure *The Canning Industry*, told his listeners about Appert's discovery and his award bestowed on January 30, 1810. The broadcast noted also the birth of the tin can that same year in England, and went into the development and progress of the art of canning in the United States.

Farm Journal

"Pizza . . . two ways—1. Like Mother Makes 2. Daughter's Short-cut," an article in the November issue of *Farm Journal* magazine, includes a number of canned foods.

Mother's Pizza Pie features a pizza sauce made with canned tomato paste and tomato sauce. Canned sardines are the "tempting crown." It is attractively pictured in a full-page color photograph.

Additional topping suggestions for both Mother's and Daughter's Pizza Pies include canned anchovies, mushrooms, and ripe olives.

Special Convention Airline Arrangements

Special arrangements have been made with three airlines to ensure that everyone who has made a hotel reservation for the 1960 Canners Convention can also obtain a flight reservation to Miami from Boston, New York, Washington, Chicago, San Francisco, or Los Angeles.

Sufficient space has been blocked by Northeast Airlines from Boston, New York, and Washington; Northwest Airlines from Chicago; and Trans-World Airlines from California. Airline schedules for January have been finalized only this week, however.

The airlines have been notified by N.C.A. of members' requests for room reservations at the Convention, and it is expected that the airlines will get in direct touch with canners in the near future.

The Progressive Grocer

An article in the November issue of *The Progressive Grocer* features canned foods in each of the recipes given.

In her article entitled "A Football Supper," Lena Sturges, associate editor, says, "Whether it's win, lose, or tie at the football game, this supper will be a sure winner." She describes it as a menu that will be easy to prepare either before or after a game.

Included in the article are recipes for Curried Pea Soup using canned green pea soup and beef broth; Mix-Ahead Meat Loaf using tomato juice; Vegetable Scalloped Dish using canned green lima beans, whole kernel corn, tomatoes, and cream of celery soup; and Make-Ahead Upside Down Cake using canned peaches.

Hearings on Tax Revision

The House Ways and Means Committee has issued three volumes of papers dealing with tax revision, and will conduct public panel discussions, beginning November 16, on the possibility of broadening the tax base.

The papers published by the Committee were prepared by tax experts whose contributions were invited by the Committee. They will be the panelists at the Committee discussions.

The Ways and Means Committee has announced previously that it intends to study "all provisions of the income tax laws to determine the extent, if at all, to which differential treatment on the basis of the source of the income or the circumstances of the taxpayer receiving it is justified or required in the light of equity, fairness, and economic needs." The Committee also has stated that the immediate objective of income tax reform is reduction in tax rates without sacrificing revenues required for responsible financing of government.

Following the panel discussions the Committee will seek to develop specific legislative proposals for extensive revision of the income tax.

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